

Arizona Motorcycle Safety Advisory Council
Minutes
April 10, 2008 -@ 10:00 a.m.

A public meeting of the Arizona Motorcycle Advisory Council was convened on April 10, 2008, at 3030 North Central Avenue, Suite 1550, Phoenix, Arizona 85012

Call to Order and Roll Call

The meeting was called to order by AMSAC Chairman, P.J. Janik, at 10:13 a.m. Roll was taken and a quorum was present.

Council Members Present:

P.J. Janik (via teleconference)
Bobbi Hartmann and Dave Novitt

Members of the Public Present:

Mark Weiss, MSF, Ron Kool, ABATE, Betty McDonald, MMA, Joe Tassingri, MMA, Carole O'Reilly, ABATE, Sky Pilot, APMC, Vince Sanchez, MMA, Robert Parsas, SAB, Martin Brons, MMA,

Legal Counsel:

Brian Schneider, Assistant Attorney General

Approval of Minutes for March 6, 2008

Dave Novitt called for a motion for the approval of the minutes. Bobbi Hartmann seconds the motion. All were in favor.

Motorcycle Awareness Program – ADDS

Michael Hegarty, Deputy Director, spoke briefly stating joint project with Cox Media. Brian Schneider stated that this was not on the agenda and that it could be discussed in Item 10. Motorcycle Awareness information was sent to instructor of a defensive driving school. Supreme Court has said that the courses could speak about motorcycles. If successful, more schools will be asked to use it.

MVD Notification – MC Endorsement

As MVD cannot do stuffers with mailings to registered motorcyclists, it was suggested that we ask them to send a special mailing to remind motorcycles owners that the law requires a MC endorsement on their license in order to ride a motorcycle. P.J. Janik suggested could someone from MVD come to the next meeting.

Rider Ed School – Arizona Assessments

Mark Weiss handed out copies of the MSF Online Quality Assurance Module which has the quality assurance standards, training, and feedback and mentoring. MSF could appoint someone to provide quality assurance for existing schools. Schools would be able to review the reports after completion. Dave Novitt suggested that MSF provide a team coordinator who would help.

If there is a question, a follow-up would have to be done. Dave stated that we do not have MSF on a state program and that costs would be involved. Bobbi made a motion to take this into consideration and invite someone to give more information preferably in July. Dave second the motion and all were in favor.

Rider Ed School – State Run Illinois

This item has been tabled for the next meeting.

Public Speaking Forms

Richard Fimbres gave out draft of form. P.J. Janik stated that the organization should be under name and logo at the bottom. Dave Novitt made a motion that the Public Speaking Form be revised. Brian Schneider stated that the whole idea regarding public comment is that it has to relate to a specific item. La Retta Lehan mentioned that maybe a form could be filled out beforehand and P.J. Janik said that it could be revised. Brian Schneider stated that in the second paragraph, second sentence, it should state “each person will fill out this form and be limited to three minutes”. It was discussed that someone may not know if they want to speak, until after agenda done. Dave Novitt withdrew first motion and made a second motion to adapt new revised form. P.J. Janik second the motion, all were in favor.

GOHS State Fair Booth

Richard Fimbres stated that we need people to tend the booths. Dave Novitt volunteered as a coordinator. The same goes for the Pima County Fair and Bobbi Hartmann will be sending out information to the various organizations.

GOHS May Awareness Press Conference

La Retta Lehan stated that the Phoenix press conference would be held at the Wesley Bolin Plaza on May 1st at 10am. Arnie Cuellar is coordinating it and Steve Musgrave has been working on the proclamation. The Tucson press conference is to be held on April 21st at 11am at the Freedom Hall and the existing release proclamation will be used. The Prescott event will be held on May 3rd from 10am – 2pm and the press conference at noon. The Mayor will read the proclamation.

Up-date-Billboard Media Campaign

Bobbi Hartmann presented ideas that she’s been working on for the campaign. Michael Hegarty stated to get one proposal from the five agencies that have state contracts and look at these proposals to decide what they want. The media agency must get together first and get a dollar value for their campaigns. An amount of \$100,000 is proposed to spend, but Michael Hegarty said they have to go through a process. Document is needed within three weeks and then another week to look at it. Richard Fimbres says this does not include radio. This topic should be put on the next agenda. Bobbi Hartmann showed the ideas and pictures she’s been working on. Richard Fimbres discussed the equipment, rider ed courses and schools which are on the MVD website. Bobbi Hartmann recommended that messages be repetitive on posters and gave her input on how they could be.

Call to the Public

Joe Tassinari stated that billboards should be done only in English and not Spanish. He also made a comment relating to the public speaking forms and stated why does an individual need to wait until the next meeting to make a comment. He also mentioned that instructors need to be more attentive to their students instead of rushing. Betty MacDonald mentioned “do these forms have to be approved” and could more clarification on these forms be discussed at the next meeting. Robert Pansas mentioned that questionnaires on comments involving instructors be passed out to students for their comments which would be helpful.

Board Forum

Richard Fimbres mentioned the centerfold and Bobbi Hartmann and Betty MacDonald volunteered to do this. A video on Cox Cable was shown to the group and was very good. La Retta Lehan shared the total commercials consisting of 200 ads for the various TV channels.

Next Meeting Date

The next AMSAC meeting is to be held on Thursday, May 15, 2008, at 10:30 a.m.

Call to Adjourn

Dave Novitt made a motion to adjourn. Bobbi seconds the motion. The meeting was adjourned at 11:50 a.m.